

## Message Text

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PAGE 01 KHARTO 02417 151249Z

53

ACTION AF-06

INFO OCT-01 EUR-12 NEA-10 ISO-00 AID-05 CIAE-00 COME-00

EB-07 FRB-03 INR-07 NSAE-00 USIA-06 TRSE-00 XMB-02

OPIC-03 SP-02 CIEP-01 LAB-04 SIL-01 OMB-01 /071 W

----- 111409

R 151148Z OCT 75

FM AMEMBASSY KHARTOUM

TO SECSTATE WASHDC 546

INFO AMEMBASSY BEIRUT

AMEMBASSY LONDON

LIMITED OFFICIAL USE KHARTOUM 2417

E.O. 11652: DECON UPON RECEIPT

TAGS: BPRO, SU

SUBJ: CHRYSLER IN SUDAN

1. EMBASSY HAS BEEN APPROACHED BY RICHARD J. TOUTOUNJI, DIRECTOR PAN AFRICAN IMPORT EXPORT CO. LTD. WHO SEEKING FARGO OR DODGE DISTRIBUTORSHIP IN SUDAN NOW HELD BY SUBAT TRADING AND ENGINEERING CORPORATION. TOUTOUNJI, WHO SAYS SUBAT HAS DONE NOTHING FOR CHRYSLER IN SUDAN (EMBASSY HAS SAME IMPRESSION), CLAIMS TO HAVE TWO-YEAR FINANCING (FROM BEIRUT BANK) WHICH IS KEY TO OBTAINING SUDANESE IMPORT LICENSE. HE WISHES "TEST MARKET" WITH INITIAL ORDER OF 20 10-12 TON TRUCKS, WHICH HE SURE WOULD LEAD TO MANY MORE SALES. AT VERY LEAST, AT THIS POINT, HE SEEKS VISIT BY CHRYSLER REP TO DISCUSS DETAILS OF PROPOSED SALE AND POSSIBLE DISTRIBUTORSHIP. CHRYSLER'S BEIRUT OFFICE SAYS IT LACKS AUTHORITY OVER SUDAN, WHILE LONDON OFFICE NOT WILLING SEND REP WHOSE VISIT TOUTOUNJI REGARDS AS ESSENTIAL.

2. EMBASSY HAS NOT ATTEMPTED ASCERTAIN SUBAT'S ATTITUDE BUT BELIEVES NOW WOULD BE EXCELLENT TIME FOR  
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CHRYSLER TO CONSIDER CHANGE IF IT HAS LONG-TERM INTEREST

IN SUDANESE MARKET. LARGE NUMBER OF TRUCKS - ALL  
MAKES - ARE NOW COMING INTO COUNTRY IN ANTICIPATION  
COMPLETION OF MAJOR ROAD PROJECTS AND GENERAL UPTURN  
IN ECONOMIC ACTIVITY. IF CHRYSLER PROCRASTINATES,  
MARKET PATTERNS MAY BECOME TOO ESTABLISHED TO PERMIT  
NEWCOMERS. ACTION REQUESTED: THAT USDOC BRING  
MATTER TO ATTENTION CHRYSLER HQ WITH VIEW TO GENERATING VISIT  
IN NEAR FUTURE. EMBASSY INITIATING WTDR ON PAN AFRICA.  
DECON ON RECEIPT.  
BREWER

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 15 OCT 1975  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** RELEASED  
**Disposition Approved on Date:**  
**Disposition Authority:** KelleyW0  
**Disposition Case Number:** n/a  
**Disposition Comment:** 25 YEAR REVIEW  
**Disposition Date:** 28 MAY 2004  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1975KHARTO02417  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D750357-0517  
**From:** KHARTOUM  
**Handling Restrictions:** n/a  
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**Line Count:** 71  
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**Office:** ACTION AF  
**Original Classification:** LIMITED OFFICIAL USE  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:** n/a  
**Previous Classification:** LIMITED OFFICIAL USE  
**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** KelleyW0  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 24 JUN 2003  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <24 JUN 2003 by ShawDG>; APPROVED <13 NOV 2003 by KelleyW0>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
06 JUL 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** CHRYSLER IN SUDAN  
**TAGS:** BPRO, SU  
**To:** STATE  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006